

## STRATEGIES OF THE SME COOPERATIVE OFFICE AND TRADE INDUSTRY IN SUMENEP REGENCY FOR ACCELERATING HALAL CERTIFICATION: A *MASLAHAH MURSALAH* PERSPECTIVE

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**Abstract.:** This study examines the strategies implemented by the Sumenep District Office of Cooperatives, SMEs, Industry, and Trade (DiskopUKMPerindag) to accelerate the halal certification program, guided by the framework of Law Number 33 of 2014 on Halal Product Guarantee. Using a qualitative approach, data were collected through field surveys, interviews, and documentation involving DiskopUKMPerindag officials and MSME actors under their guidance who have obtained halal certification.

The analysis adopts a normative approach based on the principle of *Maslahah Mursalah*, exploring its application in the regulation and implementation of halal certification. The findings reveal that halal certification not only aligns with Islamic sharia but also enhances consumer trust, expands market share, and increases profitability for certified products. The principle of *Maslahah Mursalah* serves as a flexible normative foundation, addressing societal needs by ensuring that halal regulations go beyond legal compliance to support community welfare and benefit.

This research underscores the importance of halal certification in driving local economic growth, improving product quality, and boosting consumer confidence. By accelerating the certification program, DiskopUKMPerindag Sumenep strengthens the competitiveness of SMEs, promotes community welfare, fosters local economic development, and ensures adherence to Islamic law.

Keywords: Strategy, Halal Certification, SME Cooperative Office of Industry and Trade, *Maslahah Mursalah*

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### Introduction

Halal certification is very important for products that will be marketed in Indonesia, especially since the majority of Indonesia's population is Muslim. Halal certification is very important because of the increasing desire of the public to consume Halal products. To ensure that the goods produced are safe and in accordance with sharia law, business actors must immediately comply with halal standards. Halal certification is a crucial issue in the development of Micro, Small and Medium Enterprises (MSMEs) in Indonesia, including in Sumenep Regency, where there are around 282,711 MSMEs in various industrial sectors, and this is a contributor to the value of investment in the region.

Although several regions have implemented halal certification programs, this research is expected to be a reflection in other districts, especially those on Madura Island, which have not maximized the halal certification program. Given the importance of product guarantees that comply with halal standards, although there are policies that encourage the acceleration of halal certification, there are social facts that show that the halal certification

process still faces various challenges, such as lack of understanding, information, lack of support and access to halal certification procedures for SMEs. The Halal Product Guarantee Act (UUJPH) has an important role to provide legal certainty and guarantees for consumers, making it easier for people to distinguish between halal and haram products.

Law No.33 of 2014 concerning Halal Product Guarantee as one of the responsibilities of the state, especially towards Muslims which aims to protect and provide a sense of security and calm in consuming or using halal and good products. This is in line with the recommendations in the Qur'an, one of which is Surah Al-Maidah verse 88. (Nurma Khusna Khanifa, 2020):

وَكُلُوا مِمَّا رَزَقَكُمُ اللَّهُ حَلَالًا طَيِّبًا وَاتَّقُوا اللَّهَ الَّذِي أَنْتُمْ بِهِ مُؤْمِنُونَ ﴿٨٨﴾

Meaning: "Eat of that which Allah has bestowed upon you of lawful and good sustenance, and fear Allah in whom alone you believe."

Halal certification is an important strategic step to maintain consumer confidence and provide a competitive advantage over competing companies, as well as adding value to products. (Rosyidatush Shofiyah dan Lailatul Qadariyah, 2022) By working with government agencies and certification bodies, it can accelerate the Halal Certification process. Through organized means of communication, it increases the capacity of businesses to meet the established criteria and increases awareness of the importance of halal certification.

From the perspective of Maslahah Mursalah, which prioritizes the public interest that provides benefits, it is quite relevant in this situation. To ensure halal products not only fulfill legal obligations, but also improve community welfare and sustainability of the local economy. Therefore, a holistic and collaborative approach is needed to ensure that halal certification serves not only as a regulatory instrument, but also as a progressive step in creating positive impacts for society at large.

## Method

This study uses a qualitative method to analyze the strategies applied by the Sumenep District Industry and Trade SME Cooperative Office in accelerating the halal certification program. With the perspective of maslahah mursalah as the main foundation in this study, which is to see how the halal certification acceleration policy is in realizing the public good, protecting consumers, increasing the competitiveness of MSME products, and supporting a sharia-based economy in Sumenep Regency.

A qualitative approach is carried out by collecting data and information from the Sumenep Regency Industry and Trade SME Cooperative Office and MSME actors assisted by the Sumenep Regency DiskopUKMPerindag using a field survey which aims to understand how halal certification is implemented and identify strategies that can have a real impact on improving quality and competitiveness. And explore in-depth information about efforts, and challenges in the halal certification program by conducting interviews. The documentation includes data collection in the form of pictures, newspapers, recordings and other documents that strengthen the data as well as a concrete picture of the implementation of halal certification.

With a qualitative approach and a maslahah mursalah perspective, this research focuses not only on strategy analysis and policy, but also on the real benefits generated for the community, especially MSME players. The results of this study are expected to provide relevant recommendations for policies and practices to improve the effectiveness of the halal certification acceleration program in Sumenep District.

## Results And Discussion

### 1. Halal Certification

Halal certification in products such as food, beverages, cosmetics, and others is proof or official recognition that the product meets Islamic requirements in the production process. Therefore, goods that have a halal certificate are ensured that the goods do not contain substances that are prohibited or haram in Islam, and the production process must be halal and clean. In Arabic, Halal means something that is allowed or legal in Islamic law. The term Halal is often associated with the word “Halalan Toyyib” (halal and good). With the Halal Guarantee Law No. 33 of 2014 which is inclusive and nondiscriminatory in accordance with Islamic teachings. This rule is highly recommended to meet daily needs and can live worship properly. (Rahayuningsih & Ghozali, 2021)

Article 4 of the Halal Product Guarantee Law states that every product circulating and traded in Indonesia must have a halal certificate. And its implementation is stated in Article 5 of the Law which explains that the implementation of Halal Product Guarantee is the obligation of the government. In this matter, the Minister of Religion is responsible for carrying out this obligation, by forming a Halal Product Guarantee Examining Agency (BPJPH) which is under the supervision and administrative responsibility of the Minister. (Maulana & Nahidloh, 2023)

To obtain a halal certificate, several strict steps must be followed from the time the product is produced until it is marketed. These steps are very important in the halal certification evaluation process. (Warto & Samsuri, 2020) This should be linked to the company's SOP (Standard Operating Procedure), namely by providing socialization, education, guidance and training to business actors regarding the importance of halal food and complying with established protocols, and paying attention to the requirements set by the institution to obtain halal certification. There are several things that need to be prepared to obtain halal certification such as complete documents, training, and adjustments to production process requirements. For this reason, the process of obtaining halal certification takes a relatively long time, which is about 3 months, until a halal certificate can be issued. (Laili & Fajar, 2022)

Halal products must meet the requirements so that they can be certified, labeled halal and distributed. These requirements include raw materials, production processes, hygiene, which must comply with Islamic sharia standards. While labeling halal is writing or stating that a product is halal on its packaging with the aim of conveying to Muslims that the product is safe for consumption. (Syafitri, 2022) Halal certification is not just a label or symbol that can improve sales performance so as to generate greater profits. Halal certification actually functions as a guarantee of halalness (the absence of elements prohibited by sharia or religion). (Nahidloh & Qadariyah, 2021)

And producers who already have halal certificates have important responsibilities, namely obligations to Muslim consumers, and to increase consumer satisfaction and trust. The task of producers does not only stop when checking halalness during certification, but continues to increase consumer satisfaction and trust, which includes transparency regarding production raw materials.

### 2. Office of SME Cooperatives Industry and Trade

The Office of Cooperatives and Micro Enterprises is part of the local government responsible for cooperatives and micro, small and medium enterprises (MSMEs). This department is headed by a Head of Department who is responsible to the Regent through the Regional Secretary. (Najib & Mursyidah, 2023) The Office of Cooperatives and Micro, Small and Medium Enterprises (MSMEs) has a very important role in supporting the local economy. This includes not only administrative functions, but also encouraging inclusive and sustainable economic development.

In the context of the local economy, the Office of Cooperatives and MSMEs functions as the main facilitator that mobilizes the economic potential of the community, and helps develop micro, small and medium enterprises so that they can become strong and resilient economic pillars. (Sinta & Naftali, 2024) The role of the Office of Cooperatives and SMEs is very important in encouraging business progress, with the aim of increasing the contribution of cooperatives and SMEs in realizing training and education programs. In addition, the Office of Cooperatives and SMEs also plays a role in providing feasibility evaluations of the products produced.

Law Number 3 of 2014 concerning Industry, small and medium industrial centers are an important part of national industrial development efforts, which must be implemented by the government, both at the central and regional levels. (Tasya dkk., 2022) This law requires local governments to develop local potential to improve the welfare of the community, taking into account conditions, local wisdom, and the potential of the region as a whole.

The Department of Industry and Trade (Disperindag) is a local government agency under the coordination of the Ministry of Trade of the Republic of Indonesia. Disperindag has responsibility for industrial and trade activities at the regional or provincial level. In carrying out its functions, Disperindag carries out some regional government affairs based on the principle of autonomy. Its main tasks include supporting operations in the industry, trade, market management, and empowerment of cooperatives, micro, small and medium enterprises (MSMEs).

The main tasks of the Ministry of Industry and Trade include increasing employment, producing products at affordable prices to meet the needs of the community, and becoming a source of foreign exchange. In this context, strengthening Micro, Small and Medium Enterprises (MSMEs) is very important to form a solid economic structure, support increased exports, control imports, and encourage self-reliance-based economic growth. As such, strong MSMEs will contribute significantly to optimal development. (Andini & Syarvina, 2024)

### 3. Maslahah Mursalah

Maslahah is a term taken from Arabic, namely shalaha, yasluhu, shalahan, (صَلَحَ يَصْلَحُ صَلَاحًا) which refers to something that is good, proper, and beneficial (manfa'ah) and prevents damage (mafsadah). The terminology is often used to describe actions or policies that provide benefits to many people, while avoiding negative impacts. (Adinugraha & Mashudi, 2018) In this sense, maslahah refers to the goal of meeting human needs. Maslahah in the sense of shara' is the purpose of maintaining religion (Hifdzu Ad-Diin), reason (Hifdzu Al-Aql), soul (Hifdzu An-Nafs), offspring (Hifdzu An-Nasl), and property (Hifdzu Al-Maal).

And the word mursalah comes from a verb that is converted into isim maf'ul, namely أُرْسِلَ - يُرْسَلُ - إِرْسَالًا becomes مَرْسَلٌ which means sent, sent or used. The word "Maslahah Mursalah" refers to the principle of goodness that becomes a reference in determining Islamic law, namely an action or action that provides benefits to individuals and society. The word "Mursalah" itself etymologically means free or absolute. In ushul fiqh, mursalah is a concept that is not bound by shara' arguments in accordance with the definition of scholars. (Muhammad, 2022)

Al-Syatibi's opinion, maslahah based on the level of need aims to maintain the five Maqosidusy Sharia. Where this is divided into three:

- a. Dlaruriyat (primary benefit). This maslahah is mandatory and cannot be ignored, referring to essential things and cannot be ruled out. If this aspect is ignored, it can cause significant harm.
- b. Hajiyah (secondary benefit). Maslahah which is needed by humans in overcoming difficulties.

- c. Tahsiniyyah (tertiary benefit). This maslahah is complementary and discretionary. Maslahah which refers to human needs that are not included in basic needs or urgent needs, but to improve the quality of human life. (Usman, 2020)
- a) Some of the conditions for practicing Maslahah Mursalah that can be used as a basis, with the following provisions:
  - b) a) Maslahah Hakiki, meaning not just suspected or assumed. This is important to ensure that the determination of the law in a case can provide benefits.
  - c) b) The public good, which means that the ruling in a case aims to provide benefits to the community or prevent harm to them.
  - d) c) The benefit must be in accordance with the Maqashid Sharia and not violate the Shari'ah law. (Ahmad Musaddad, 2021)

#### **4. Strategy of the Sumenep District Industry and Trade SME Cooperative Office in Accelerating Halal Certification**

A strategy is a long-term plan made to achieve certain goals. Strategy can be interpreted as a comprehensive approach to implementing ideas, planning, and carrying out activities within a certain period of time. In an effort to accelerate Halal Certification, the Sumenep District Office of Cooperatives, SMEs, Trade and Industry (DiskoUKMperindag) has carried out several activities, such as training, socialization, seminars, etc.

In 2022, Deputy Regent of Sumenep Regency Hj. Dewi Khalifah said, culinary MSME players have halal certificates issued by the Halal Product Guarantee Agency (BPJPH) for their products is very important, as a step to increase consumer confidence, especially since the majority of Indonesia's population adheres to Islam. (Center, 2022) Therefore, Halal-certified MSME food products can have a positive impact on marketing in local and international markets. Because with a halal label, people will trust more and consider it safe with these products.

In an interview with the Halal Facilitator of the Sumenep District Cooperative, Industry and Trade Office, he said that his party had conducted socialization and various kinds of training. In each training, it must be interspersed with socialization related to halal certification. And after COVID-19, DiskopUKMPerindag also held a lot of training, skills, and management, including product halal certificates. (Jepi, 2024) And from the data obtained by researchers, that from 2019-2024 there were approximately 175 MSMEs that already had Halal certificates in their products. This can have a positive impact on business actors and the public that the products they consume are safe and halal.

The Head of DiskopUKMPerindag Sumenep District said that there were budget constraints in facilitating halal certification for MSME players. Selected MSME players will receive assistance in the halal certification process, BPOM and nutrition facts. They will also be given coaching, including training on product marketing and other training. And next year DiskopUKM and Perindag will fight for halal certificate facilitation. And Sumenep district legislator Juhari emphasized the need to increase halal certification facilitation for MSME products in Sumenep. If the budget is not available, this must be fought for in the pure APBD in 2025. (Mahdi, 2024)

Halal Facilitator of DiskopUKMPerindag, Mr. Jepi also explained that DiskopUKMPerindag always conducts training according to the budget obtained. If there is no budget for socialization and education, DiskopUKMPerindag focuses on training for assistants who are tasked with spreading to the field to conduct socialization, introduction to halal certification, business legality, to the community or business actors in remote areas or in cities that have not been touched at all. (Jepi, 2024) He also explained that in ensuring the halal commitment of a product, DiskopUKMPerindag conducted a survey of the raw materials produced in accordance with Islamic requirements, and

made efforts to warn these business actors to maintain processes in accordance with Islamic law. (Jepi, 2024)

##### 5. **Maslahah Mursalah Perspective The Strategy of the SME Cooperative, Trade and Industry Office of Sumenep Regency in Accelerating Halal Certification**

Halal product certification and labeling is the result of Islamic legal thinking based on maslahat considerations. The mission of Islam itself is for the good of the people. The concept of maslahat in Islam is synonymous with benefit, namely everything that has benefits and efforts to protect from harm. Maslahat is good for humans in the protection of religion, soul, spirit, offspring, and property. The benefit is something that can give pleasure and reject ugliness. (Ilyas, 2018)

With the socialization, education, training, and guidance to the community, especially MSME business actors will be more aware of the importance of the halalness of a product. As a result of the efforts that the Sumenep Regency DiskopUKMPerindag has made, business actors in several areas who initially did not understand halal certification understood and applied for halal certification of their products. (Jepi, 2024) Halal certified products for MSMEs can provide added value for MSMEs and increase consumer purchasing power. The presence of halal labels on food products can bind consumers. Especially in countries with a majority Muslim population such as Indonesia. However, producers who do not have halal certification tend to be less attractive to consumers. (Jafar, 2022)

Like several MSMEs assisted by the Sumenep Regency DiskopUKMPerindag, Mrs. Nur Khadijah, S.E. owner of MSME **"Makerrong Donut"**. He said that the application and halal certification process was very strict and there was a BPJPH Audit that came to the location. He also said that this halal certification is very important for MSMEs. Because it can increase consumer confidence, business competitiveness, expand the market, improve product quality, and increase profits. (Nur Khadijah, 2024)

Likewise with Mrs. Siti Hajar, who has an MSME business in the form of a food product **" Keripik Pisang TWO BROTHERS"**. He registered this halal certification by Self Declare, which is an application with an independent statement. He said, if a product has a halal label, the market reached will be wider and certainly can increase profits after obtaining halal certification.. (Hajar, 2024) So this shows that halal labeling of food and beverage products is very important. In addition to increasing trust in the community, it can increase income for these MSME business actors..

Apart from Mrs. Nur Khadijah, S.E and Mrs. Siti Hajar, Mrs. Zhinta Anjani, who is also engaged in food MSMEs, namely **" Keripik Pisang ICHIPSBANANA "**. He said that in the halal certification process there is socialization and education before issuing a halal certificate so that its halalness and cleanliness are guaranteed. And training is given about halal products, procedures, and everything related to halal. This halal certification process is very useful, in addition to increasing revenue, this halal certification also increases knowledge to business actors about raw materials and product processing procedures. (Anjani, 2024)

## **Conclusion**

Based on the results and discussion of this research, it can be concluded that the strategy of the Sumenep Regency Industry and Trade SME Cooperative Office has been designed for the benefit of the community. This strategy includes socialization, education, intensive coaching for MSME players, and facilitation in the halal certification process. Although constrained by the limited budget obtained, DiskopUKMPerindag Sumenep Regency continues to conduct training for Halal assistants.

In the perspective of Maslahah Mursalah, the halal certification acceleration strategy carried out by the Sumenep District Industry and Trade SME Cooperative Office not only aims to comply with sharia values, but also protects consumers, improves the quality and

competitiveness of MSME products, and encourages sharia-based economic growth, such as helping MSME players to make it easier to obtain halal certification. And halal labeling of MSME products will increase consumer confidence.

Overall, the halal certification acceleration strategy carried out by DiskopUKMPerindag Sumenep Regency can strengthen the local economy, provide quality assurance, product halalness and consumer safety in consuming products. By providing facilities in this halal certification process, business actors will gain the trust of consumers, and for the community, halal, safe and quality products are guaranteed. As well as strengthening the competitiveness of MSMEs in the increasingly competitive halal market competition.

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